TikTok Shop Launch Readiness SOP

The nine gates we close before any TikTok Shop launch, the three weeks it takes, and what goes wrong when a gate is left open.

A launch date is a promise to creators. Once samples go out, every gap in the shop shows up in front of the people you need to keep posting: a missing login, a commission rate left at zero, a hero product about to sell out, a claim nobody can evidence. Each takes minutes to check before launch and weeks to repair after it.

We run this review at the end of week three for every brand we launch. The outcome is one of three: go; go with named gaps, each with an owner and a date; or not yet.

The nine gates

- [ ] **Access**
  Own logins for everyone, two-factor codes on a company device, the ads account connected.
- [ ] **Claims**
  Evidence on file for every claim; restricted products approved in writing.
- [ ] **Commercial set-up**
  Commission, Spark authorisation, sample settings and shop limits checked and logged.
- [ ] **Stock**
  Received, visible, and four weeks of cover on every hero product.
- [ ] **First 30 days**
  A route to first orders from real customers, named approvers, a day 30 review booked.
- [ ] **Information**
  At least 80% of the information pack in, including unit costs for every product.
- [ ] **Pricing policy**
  RRP, floor, maximum discount and the stacking rule, signed off per product.
- [ ] **Listings**
  Live, approved and matching your website and Amazon on names and claims.
- [ ] **Creators**
  A creator plan with weekly targets, a first brief approved, sample rules agreed.

> **Blockers stop a launch on their own.** Stock, claims evidence, prices, commission and access are the gaps we have seen cost the most when a shop launched with them open. Everything else can launch as a named gap with an owner and a date.

What done looks like

Tick what is true today, not what is planned. B marks a blocker.

Gate	Done when	
Access	The owner keeps the main admin and everyone else, including any agency, has a sub-account	
	Two-factor codes go to a company device or business number, never one person's phone	B
	The ads account is connected and its payment method verified	B
	Every time-limited authorisation has a renewal reminder 7 days before expiry; anything a previous agency bound to the shop is cleared	
Information	Unit cost for every product, including sample sizes	B
	Cost per order for shipping, fulfilment and storage; monthly budgets for samples, creator fees, competitions and ads; a marketing calendar for every channel	
Claims	Every claim in a listing or brief has its evidence on file	B
	Restricted products (supplements, food, CBD) have category approval in writing before any sample, brief or ad	B
	Banned words and wording to avoid are written down for creators	
Pricing policy	RRP, floor price and maximum discount for every product	B
	A stacking rule for vouchers on promotions, a named approver, promotion days and auto-enrolled campaigns off unless approved	
Commercial set-up	Commission set and recorded for open collaboration, targeted collaboration and Shop Ads	B
	One Spark authorisation tested end to end; sample settings at one product per creator with criteria set; shop limits read in your own Seller Center and logged with a date and screenshot	
Listings	Live, approved, and matching your website and Amazon on names, ingredients and claims	B
	Source of truth decided (native listings or catalogue sync) with a test product and rollback plan; sample settings re-checked after the last edit	
Stock	Received and visible in the shop	B
	At least four weeks of cover on every hero product at the expected launch rate	B
	One person sends stock, incoming deliveries and weeks of cover every Monday	
Creators	A creator plan with weekly targets; the first brief approved; a creator group with admins and rules	
	Sample rules: a named approver and deputy, written criteria, every request decided within 24 hours	
First 30 days	A plan for the first orders from real customers only; named approvers with a 24 to 48 hour turnaround; a day 30 review booked	

Three weeks, day by day

Day 0 is the day the work starts. The launch date comes after the gate review, not before it.

When	What happens
Day 0	Access guide sent. An owner and a backup named on both sides, and everyone told how to reach them
Within 4 working days	Kick-off meeting: three or four success measures in sales with day 30, 60 and 90 targets; who approves briefs, samples, prices, ad spend and claims; sample rules; who runs and funds ads. The information list and access checklist go out the same day
Day 8	All access in place. Any item 48 hours past its due date is a blocker, and the timeline pauses in writing
Kick-off + 7 days	Information pack back. Chase weekly; escalate at two weeks
Weeks 2 and 3	Claims evidence, pricing policy, commercial set-up, listings, stock inbound, creator plan and first brief
End of week 3	Gate review, 30 minutes: go, go with named gaps, or not yet
Launch	Launch date confirmed in writing
Launch + 30 days	Day 30 review

The information pack

Creative work starts when at least 80% is in, including unit costs. A partial answer early beats a complete one late.

Area	What to collect
Economics	Unit cost per product including samples; shipping, fulfilment and storage per order; margin target; budgets for samples, creator fees, competitions and ads; who funds ads and how the account stays topped up
Pricing	RRP per channel; floor and maximum discount; stacking rules and approver; the sale calendar on every channel
Products and claims	Product list, ingredients and spec sheets; evidence and approved wording for every claim; safety and allergen statements; category certificates
Stock	Stock by product, faulty batches, channel split, reorder lead time and minimum order
People	Approver and deputy for each decision; day-to-day contact; anyone else contacting creators or running ads on your products
Creators and history	Existing creator lists and their sales; best videos; past violations and appeals; previous agencies and anything still bound to the shop

Access, stock and limits

Access rules

- The shop owner keeps the main admin. Everyone else, including any agency, works from a sub-account invite.
- Two-factor codes go to a company device or business number, never one person's personal phone.
- No password is ever sent by email, chat or in a document, or said on a recorded call. If one is, change it and move to an invite.
- Record the expiry date of every time-limited authorisation and renew it 7 days before. A lapsed authorisation once locked us out of a shop the week before Black Friday.
- Remove access on a leaver's last day.

Stock cover

Weeks of cover = (units on hand + units arriving) divided by expected units a week, including samples. Under four weeks on a hero product, hold the creator push and reorder. If cover is shorter than your reorder lead time, the product will run out before new stock lands: plan the launch around another product.

> **The most expensive gap we have measured is stock.** In one client shop, three hero products running out caused 84% of that year's drop in sales, and after the restock those products recovered to only 43% of their previous level. Creators had moved on and the links had gone from their best videos.

Shop limits to read on day 1

These differ by shop and change often. Read each one in your own Seller Center, screenshot it and log it with the date. Never plan from a figure you remember or read elsewhere.

Limit	Why it matters at launch
Probation status and daily order cap	Tells you how many orders the first weeks can take
Shop score	Check it before creators and customers do
Outreach tier, weekly cap and follower cap	Sets how many creators you can invite, and which ones
Star Shop criteria, new-seller and FBT incentives	What to aim for, and which windows are time-limited

Plan the first orders from real customers only, for example your own customer list. Tell everyone involved the same day any restriction is found.

What goes wrong

Every item here happened in a real launch, and every one would have shown up on this checklist.

Access and set-up

- Access held back for about two weeks, so work started without it.
- Two-factor codes on one person's phone, and nobody else could log in.
- The ads account never connected to reporting, so return on spend stayed blank.
- Shop Ads commission set to zero on a launch.

Listings and claims

- A catalogue sync overwrote a listing and reset the affiliate campaigns.
- A restricted product pushed for 11 weeks without category approval: creator strikes and frozen orders, with strikes still arriving months later.

Approvals

- The founder approved every sample personally. The queue grew to 150 to 200 requests, the approval rate fell from 47% to about 27%, and creators stopped applying.

The launch decision note

Send this after the gate review, to everyone who owns a gap

[Brand] TikTok Shop: gate review [date]
Decision: [Go / Go with named gaps / Not yet]
Launch date: [date]
Open gaps:
1. [gap]. Owner: [name]. Due: [date]
2. [gap]. Owner: [name]. Due: [date]
Day 30 review: [date]

Want it run for you?

Pear is a UK TikTok Shop agency. We run this review for every brand we launch, and confirm the launch date in writing only when the gates are closed or every gap has an owner and a date.

Book 30 minutes with Tom, our founder:
calendly.com/tom-peargrowth/30min

General guidance from Pear's own onboarding method. Results depend on your product, stock, pricing and creators. Check TikTok Shop's current policies and your own Seller Center before launch. Pear Growth Ltd, peargrowth.com.